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REGION III WORKSHOP PROCEEDINGS

UNIVERSITY OF MICHIGAN
BROADCASTING SERVICE (WUOM - WFUM)
ANN ARBOR, MICH.; MAY 22 - 24, 1953

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
119 GREGORY HALL, URBANA, ILLINOIS

NAEB OFFICIAL REPRESENTATIVES

Burton Paulu	Vice President
Jim Miles	Secretary
Frank E. Schooley	Treasurer
Waldo Abbot	Region III--Director

GUESTS

Kendall Bedient	Albion College
William Bender, Jr.	University of Michigan, WUOM
Glen Bishop	Western Michigan College of Education
Carl Bovee	Battle Creek Public Schools
Helen Brown	Flint Public Schools
E. G. Burrows	University of Michigan, WUOM
John Cambus	Wayne University
Edwin Carmony	Public Schools, Gary, Indiana
Bob Downey	Michigan State College
Sara Ensor	Flint Public Schools
Bernard Ferneau	Western Michigan College of Education
Jim Finucan	Michigan State College
L. S. Fishhaut	Michigan State College, TV
Larry Frymire	Michigan State College, TV
Betty Fuller	Flint Public Schools
William Harley	University of Wisconsin, WHA
Fred Harrington	Flint Public Schools
Dorothy Kellogg	Toledo Board of Education
Robert Kidder	Wayne University
Dave Kushler	Michigan State College
Doris La Laver	Albion College
Jack McBride	Wayne University
Bob McMahon	Purdue University
Earl V. Moore	Dean of the School of Music, University of Michigan
Meil Mehler	Illinois Institute of Technology
Carl Moody	WDTR, Board of Education, Detroit
Robert Newman	University of Michigan, TV
Norman Michie	University of Wisconsin
Harold Niven	Michigan State College, TV
Ned. L. Reglein	Indiana University, Bloomington
Frances Reitz	University of Michigan, TV
Paul Rickard	WDET, Wayne University, Detroit
Hazen Schumacher	University of Michigan, TV
Bill Stegath	University of Michigan, WUOM
Marjorie Stevens	WDTR, Board of Education, Detroit
Everett Soop	Director of Extension, University of Michigan
C. Tettemer	Michigan State College, TV
Jim Tintera	Michigan State College, TV
Elizabeth Turnell	DePauw University, Greencastle, Ind.

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CONFERENCE HOSTS

Waldo Abbot----------Director of Broadcasting, University of Michigan. NAEB Director, Region III.

William Bender, Jr.----Script Editor, University of Michigan Broadcasting Service. Conference Recorder

Edwin G. Burrows-------Assistant Director of Broadcasting, WUOM-WFUM.

William B. Stegath-----Production Director, University of Michigan Broadcasting Service. Conference program coordinator.

DEC 2 1953 MARSHALL

EDITOR'S NOTE

At the Region III workshop, particular emphasis was placed on the problems and questions of the individual delegates. Consequently, the attached report contains many sections devoted to Questions and Answers. We feel this is one way to reflect the spirit of inquiry which ran briskly through all sessions.

It should be clearly understood that virtually all questions and answers, as well as the talks and comments of the major speakers have been paraphrased. Although the individual is often identified, it is well to remember that there may be errors of content or emphasis. We trust that such errors have been held to a minimum, but should they exist the fault lies with the questionable stenographic ability of the editor. Much as we should like to have you believe otherwise, we are not infallible.

Following the pattern of Schenken's excellent report on the Region II meeting, we have opened this write-up with a summary of the major recommendations arrived at during the conference. We further acknowledge, with appreciation, the aid of the various state-group secretaries who provided coverage on the sub-regional meetings on the 23rd, and the valuable aid of Bill Stegath who covered the unexpected session on the night of the 23rd.

William Bender, Jr.
Recorder

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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Region III Meeting Report
University of Michigan
22-24 May 1953

SUMMARY OF RECOMMENDATIONS:

The following are the major recommendations arrived at by the Region III conferees. Further recommendations and details of those presented here will be found in the body of the report.

1) NAEB Headquarters should begin long-range program planning. Such planning should be based on research findings of what makes a good educational program, and the needs and demands of the prospective audiences. Such a "Planning Committee" should replace the present "Network Acceptance Committee." It should find the best people and the be t areas for programming, and then commission the programs to be done.

2) Futures conferences should include at least one session in which small stations and wire-wireless people could assemble to discuss problems unique to their operation. Some conferees thought the division could be made on the basis of station power; others, however, felt it should be made on the purpose of the station: i.e., student-training, education, in-school broadcasts.

3) The Board or Executive Committee of NAEB should formulate a imple three-word tag to be used by all NAEB stations. The present "NAEB" tag is too cumbersome for constant use in the station breaks, and is even ungainly at the end of Tape Network programs. Since the NAEB Network, informal though it may be, is still a network, there would be an element of promotion and prestige in employing a pertinent tag-line. Suggestion was made for "E.B.S.--the Educational Broadcasting System." Vote of conferees was taken and although "E.B.S." was not especially popular, the vote was overwhelmingly in favor of finding and using some such tag-line.

4) A national policy should be established in regard to paying participants (especially faculty members) for radio appearances. The recommendation arose from consideration of the educational broadcasting dichotomy in which TV pays talent fees and radio does not. Suggestions were made whereby "pay" could be made in prestige advantages. These will be found in the body of the report.

5) Favorable discussion centered around proposals for a regional Newsletter. This might be prepared within the region and mailed with the national NAEB Newsletter.

6) Suggestions were made for developing the exchanging within the region special regional-interest programs. An example would be an historical series about the old "Northwest Territory" which is geographically similar to NAEB's Region III.

7) Headquarters should explore the possibilities of re-instituting the script exchange. This might entail a screening of scripts presently on had, discarding deadwood, determining the needs of the various members for scripts, etc.

8) Headquarters should provide continued clarification and legal advice regarding copyright laws, and the liabilities of members for broadcasting and recording various types of programs.

MINUTES OF MEETINGS

22 May -- 10 a.m.

Some 74 representatives of Region III and station guests were present at the opening meeting of the 3-day conference. They were welcomed by Waldo Abbot, director or Region III and host for the meeting.

In his greeting, Abbot sketched the purpose for the gathering: an informal get-together and workshop by Region III-ers to examine the NAEB. He pointed out that the success of the meetings would hinge on the amount of "give-and-take" that could be stimulated.

Burton Paulu, Vice-Pres. NAEB:

Paulu sketched the history, goals and ideals of the NAEB. The organization is roughly 25 years old. Present membership can be broken down as follows:

Active members & Station Operators.....98
Associate members.....83
Affiliate members.....17

Income for the NAEB is dependent upon dues, fees and special grants. This supports such activities as: annual convention, regional meetings, publications (Newsletter, Bibliography of Radio and TV, Surveys, etc.), and operation of the Tape Network.

Perhaps the most important function of NAEB is giving leadership to and championing the ideals of educational broadcasting. In that connection, NAEB has adopted the philosophy that its membership is comprised of "educators who broadcast; not broadcasters who educate."

In the field of leadership, NAEB's achievements have been highlighted by three seminars which dealt with the basic ideas of broadcasting:

Allerton House Seminar.....1949
Program Seminar.....1950
School Broadcasting Seminar.....1952

An up-coming seminar is scheduled for June 21-27 at the University of Wisconsin to study educational television: its social role, relationships to other mass media, potential for adult and classroom education, and the basic program philosophies involved.

In the field of program development, the NAEB has received financial backing from the Fund for Adult Education to plan and produce several outstanding series such as THE JEFFERSONIAN HERITAGE, VOICES OF EUROPE, PEOPLE UNDER COMMUNISM, and WAYS OF MANKIND. It has also stimulated the development of programs at the membership level by gaining additional financial help from the Fund for Adult Education and the W. K. Kellogg Foundation.

A further achievement has been the organized movement, in which NAEB played an important role, to reserve the 242 TV channels for educational purposes. Further, the Fund for Adult Education is establishing a resource center for TV program development, for which a five-man NAEB advisory committee has been set up at FAE's suggestion.

These achievements in educational broadcasting have been made possible by a combination of three factors: a growing public need for educational material;

money to explore that need and to support programs to fill it has been made available through the FAE, Kellogg, Rockefeller and other funds; and, thirdly, the NAEB itself has been in a position to provide the necessary professional services to develop these programs.

However, there are still goals which have not been fully achieved. Educational broadcasters must seek to establish themselves in their institutions; within their institutions they must reach a co-equal status with other positions of similar responsibility. On the local level, there is an obligation to provide the same kind of local leadership that headquarters provides nationally.

QUESTION: What is the status of the script exchange? (Bender)
ANSWER: Never developed an active nor effective exchange. Chief difficulty was that the scripts submitted to headquarters were seldom usable by anyone other than the donor. Envision future reinstatement of the script exchange, for both radio and TV. (Schooley)

QUESTION: What service can wired-wireless stations receive through the Association? (Operator of student station)
ANSWER: Question referred to afternoon session. (Abbot)

COMMENT: NAEB has a lot of scripts. Many may be deadwood, but many of them are probably good. NAEB should find somebody to screen through the available material, and select and discard from those already on hand. (Lardie)

COMMENT: Scripts are available for THE JEFFERSONIAN HERITAGE series in book form. Probability that WAYS OF MANKIND and PEOPLE UNDER COMMUNISM scripts will also be published. (Schooley)

QUESTION: Will the JEFFERSONIAN HERITAGE again be available on the NAEB Tape Network?
ANSWER: Not for the original general distribution. The Tape Network is overloaded. The HERITAGE is already available on L.P. for broadcast.

QUESTION: Why is the BBC Theatre so fussy about dubbing and extra distribution? Our English Department wants to use RICHARD III and some of the others.
ANSWER: I urge you not to violate our agreement with the BBC. This prevents duplication except by the BBC; that is based on their agreement with the unions. (Schooley)
COMMENT: Those shows can be recorded off the air by Audio-Visual departments and.
ANSWER: That is a violation of the public law on copyrights! There is a difference, according to NAEB legal consultants, between broadcast rights--which are somewhat more liberal--and recording rights.

QUESTION: Can NAEB provide us with a brief summary of these new copyright laws?
ANSWER: Will be available in the near future. May print it from time to time in the Newsletter. (Schooley)

QUESTION: Can NAEB give us any advice on the Conelrad business? (Plan to clear airwaves in the event of enemy air attack.)
ANSWER: Make it in the form of a memo from this meeting. (Schooley)

ADJOURN

"THIS IS YOUR NAEB"

22 May -- 1:45 p.m.

"Tape Network and Other Services"---Jim Miles, NAEB Secry.

Miles presented an illustrated lecture on the resources of NAEB Headqurters. This included the methods of interchanging information, the publications file, display boards, and physical operation of the Tape Network.

He pointed out that the whole is an expensive operation which is only partially covered by the present assessments of $400 for Class A, $250 for Class B, and $150 for Class C stations. When NAEB becomes fully self-supporting, the cost will probably fall into the following brackets:

Class A---$750-800
Class B---$450-500
Class C---$250-300

QUESTION: Can we get prints of the map of educational stations in the nation? (Lardie)
ANSWER: This is under consideration. (Miles)
COMMENT: This slide-presentation itself would make a good TV program.
ANSWER: See Schooley. He may lend it to you. (Miles)

QUESTION: Do you have any plan for a TV film service operating similar to the Tape Network?
ANSWER: The Fund for Adult Education is establishing a Radio and TV program Center in Chicago designed to accomplish this end. It's future relationship with NAEB proper, remains to be determined.

COMMENT: (Complaint that some shows from Tape Network have not been fully wiped before dubbing so that there is a certain amount of crosstalk coming through on the tapes.)
ANSWER: Whenever you have a complaint on tape quality let us know immediately. Send back the bad tape so the engineers at Headquarters can have a chance to examine it. (Miles)

QUESTION: W hat are the necessary steps to submit a program to the NAEB Network?
ANSWER: Submit a sample program plus an outline of the series to Headquarters. The Acceptance Committee consequently reviews the decision of Hdq. (Abbot)

QUESTION: We are a wired-wireless station. What can we get from NAEB and how much will it cost? We operate 24 hours a week.
ANSWER: The Tape Network is established to serve "licensed radio stations"only. We cannot service you via the network because you are not a licensed station.

QUESTION: We are a University-owned, but student-operated station. We could use the network for 6-8 months of the year only. Can we get a knockdown on the price?
ANSWER: No. The general operating costs make it impossible to make exceptions of this nature. The network must operate 12 months a year. (Schooley)

QUESTION: Can commercial stations use NAEB programs? (Schooley, SIC)
ANSWER: Permission for commercial stations to broadcast an NAEB program must come from the institution which originated the program. We prefer that the intended user contact the originator direct. NAEB does not want to get involved in this at the present time. (Schooley, SIC)

"GOALS And Accomplishments of NAEB"

Frank Schooley, Executive Director and Treasurer

Schooley began with a dissertation on the troubles beholden upon the job of Executive Director of NAEB. He then went on to report certain accomplishments.

NAEB has been successful in helping outstanding persons obtain fellowships and interneships in the radio and TV field. A committee which included Miles, Schooley, and Coleman made recommendations to the State Department for the exchange of three men with France, England, and Italy. There is a further aim of establishing fellowships (for Master and Doctoral condidates) for advanced study.

Newsletter: The aim here is to increase the overall quality of the publication. That depends in large measure on the material submitted by the members. Headquarters is also viewing the possibility of establishing a more professional type hournal: one which will serve the needs of a large audience in the field. While such a publication is not yet in the works, the need and the possibility has been recognized.

QUESTION: Why are you having so much difficulty with "tape-nappers"?
ANSWER: Probably a combination of many reasons: slowness in getting the tapes back into the mail, delays in programming, etc. The strongest reason, I suspect, is that stations are not keeping adequate records of the tapes they have received and returned. We are working out a new form which will help simplify keeping track of tapes. NAEB now has some 7,000 tapes. We need every one of these and more. A delay becomes a mighty serious thing. (Schooley)

QUESTION: Do you have any information to show that the stations to which tapes are sent are actually using the shows?
ANSWER: That doesn't seem to be the problem.

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"NAEB RESEARCH"

Robert Coleman, Research Committee Chairman

Most NAEB research thus far has been done with outside funds. Determined to provide information of practical value to members. Members of Research Committee: Dallas W. Smythe, H. H. Remmers, Purdue; Larry Myers, WAER, Syracuse; Merritt Ludwig, WOI-TV; Kenneth Harwood, University of Alabama; and Robert Coleman, WKAR, Michigan State College.

Various ways in which committee can be of service include:
1) Cooperate in national studies.
2) Assist local stations which do not have research facilities.
3) Initiate studies on local level and build into national project.
4) Make technical information available to members.
5) Act as clearing house for competent studies by members.

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Dinner, Michigan Union
22 May -- 6 p.m.

Guest Speaker,
Earl V. Moore, Dean, U. of M. School of Music

Dean Moore extended the "official welcome" of the University to conferees. His informal remarks touched on the relationship of radio to music education. He sketched the history of UM's "Festival of Song" series which had its foundation in the radio work done years ago by Dr. Joseph Maddy in the field of musical instruments. There have been tremendous services performed by radio in the musical field; there are equally great or greater possibilities for TV to carry on and augment radio. Both media are necessary for the fullest expression of abilities in art and music.

Mentioning the value of FM, Moore said that the art of music is the art of sound, and thus the art depends upon the best possible quality of transmission.

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PANEL

"What are the Goals of the Educational Station in the Light of the Institution Which Supports It?"

22 May -- 8 p.m.

Moderator: Kathleen N. Lardie
Participants: William Bender, Jr., U. of Michigan--"Public relations"
J.J. Stillinger, Cleveland Public Schools--"Teaching"
M. McCabe Day, WVSH, Ind.--"Education"
Paul Rickard, Wayne University--"Publicity"

(BENDER) Any institution dependent on the public for support must recognize public opinion. The institution itself is responsible to promote public understanding of the spirit, history, goals and accomplishments of that institution. The objective, contrary to popular belief, is not to form public opinion, but rather to inform. The public can then make its own decisions.

In one fashion or another, all programs are "educational."Consequently, we must seek some other means or criteria to guide us in program development beyond that of "education." The public relations criterion can be one of our most important guides.

Significance of a "public relations" approach to programming:
1) It makes greater demands for showmanship to attract and hold audiences.
2) The best medium is the one which reaches the largest audience.
3) It requires a broad selection of program subject matter to accurately reflect and interpret the scope of the institution's activities.

(STILLINGER) If you present a good program, you hope that something worthwhile will go on in the mind of the listener. We have found the greatest enthusiasm for programs that fit closest into the curriculum...when that program is a definite help to the teacher rather than an "extra duty."

We at WBOE are chiefly concerned with the program that goes into the classroom and the job it is doing. Some of our advantages: (1) Station located in building with the school administrators; they can see it in operation, and feel a

sense of ownership. (2) Have supervisors who are vitally interested in radio. (3) Receive frequent visits, suggestions and comments from teachers. (4) Station personnel service all radio receivers in the schools...excellent opportunity for building pleasant relations with teachers.

(DAY) Although any program educates, we should be interested in the end-result of that education. The Tapenet, from the standpoint of the educator, is the cheapest service there is.

The goals of our station can be summarized as follows:
1) Aid to the teacher. Radio is a learning "tool" which the child uses outside the school more than he uses books. "Educators admit Guttenburg lived, but don't recognize Marconi."
2) Stimulus to the child. We can offer this stimulus via the prospect of the child himself getting on the air.
3) Relation of school to community. If we can stimulate parents to listen at the same time and to the same programs that their children hear, we will create a powerful public relations tool.

(RICKARD) All these (the foregoing comments) are proper objectives which probably echo the goals of the institutions represent. One goal is not better than another. In each case, we must carry out the goals of the institution which supports us. If we believe those goals should be changed, we can try to change them. But until the change occurs, we are beholden to follow the established goals.

The primary goal at Wayne University is training students, not public relations. For instance, we broadcast sports programs because we want to train sports announcers.

SUMMARY FROM MODERATOR---OPEN FOR QUESTIONS

QUESTION: Having a medium of communication, how can you communicate without an audience?
ANSWER: You can train students in speech without an audience. (Rickard)

QUESTION: How can you justify your radio license?
ANSWER: We hope and expect we can do a public service for our audience. But we observe these basic goals regardless of that audience. (Rickard)

QUESTION: Did you say your institution didn't care about public relations?
ANSWER: Of course we're interested in public relations, but it plays a very minor role. (Rickard)
COMMENT: The teacher's greatest contribution is just to be a good teacher. Doing that good job is itself excellent public relations.

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23 May

9:00 a.m. --- Executive Committee meeting (closed)
9:00 a.m. --- State sessions

INDIANA SECTION, REGION III

The Indiana State Session for the NAEB Region III conference met in Studio C of Station WUOM at Ann Arbor, Michigan, at 9:30 A.M. on May 23, 1953. Mr. John A. Maier, chairman; Miss Turnell, secretary.

Indiana seems to be the center of public school 10-watt FM operation. Low-power FM has been successful in meeting the individual readio needs of public schools and colleges..

Where should transmitters be located in cities? Mr. Maier stated that a building transmitter for each school is needed in a large city radio plan. Mr. Henderson questioned whether enough good programming could be provided for so many stations. Mr. Day felt that multiple transmitters are needed because of school scheduling problems: in addition, one 10-watt station would not cover a city.

Much discussion was held regarding the place of radio at the Indiana state teachers' convention at Indianapolis. It was recommended that the following point be stressed: Since radio is a tool for all, a general session for educational television-radio is needed. The program might be divided as follows:

a. University services and the part they play in radio-television.
b. Participation by students, particularly in 10-watt FM stations.
c. Speech-radio relationship.
d. NAEB services.

It was suggested that the group define a philosophy of educational broadcasting. Although some schools are convinced that time can be granted by commercial stations for educational programs, the group felt that not enough time can be so received. Education requires an integrated program of radio-television, not just an incidental program contributed by commercial interest. Only a school system owned and operated by a school can go on the air at any time desired. It is necessary to convince administrators and teachers of the services of radio. This can be done through the AER. Perhaps mimeographed sheets showing the services of radio-television to Indiana can be distributed to the communities and schools to help spread the message.

In defining the philosophy of radio-television, the advantages were listed as follows: 1. Service to the community; 2. training of students, with student participation on the station; 3. student motivation for the study of English, Speech etc. Each school will have at least two large objectives; service to the community and student participation.

School participation leads to some problems. Dramatic production is too difficult for some groups. It is better to have a central workshop drawn from all schools for dramatic programs. Speech programs and others requiring little "production" will be satisfactory for all. Transportation of students and interruption of schedule is a real problem in schools, unless a telephone line to central studios is provided.

In discussing the value of radio to a school system, the group questioned Mr. Carmody from the Gary Schools. He said that Gary decided to apply for a license to operate a station because they had carried on make-believe radio activities with dummy microphones, etc., for many years. It isn't necessary to have a station, to have radio. Radio activities can be carried on with P.A. equipment, tape recorders, etc., but administrators should realize that these other activities may easily lead to a station.

In discussing the various ways of promoting educational radio-television, it was decided to:

1. Appoint someone to make a map to show the concentration of stations in Indiana.
2. Appoint someone to write an article for the INDIANA TEACHER. (A monthly column was also suggested.)

3. Use the channels of the Audio-Visual department of the state P.T.A. (Mr. McKown is state chairman of this committee for the P.T.A.)
4. Appoint someone to talk to Mr. Robert H. Wyatt, Secretary of the State Teachers' Conference, to see if a meeting on radio-television can be arranged for a general session of the State Teachers' Conference.
5. Send fact sheets regarding stations to Purdue and Indiana University and other centers where superintendents would go to seek information.

Further topics discussed included: the tape library (tapes should be reviewed every two years for possible use or discard); the use of funds of the NAEB, with the question of spending more for promotion of programs and for manuals and less for tapes; the possibility of markers to indicate the cueing of tapes with long leaders.

How can workshops with elementary teachers be worked out? It is best to go directly to the schools and teachers to explain the utilization of radio. Michigan has had success with a teachers' workshop at a conference held before school opened.

The following recommendations were worked out for presentation to the NAEB:

1. The NAEB might expend more time and effort to get tapes and manuals to the teachers in time for duplication in advance of the time needed. This material should be available in the spring before the fall semester.
2. Forms should be provided for evaluation of programs by the stations using the programs. The NAEB should be asked to set up a program evaluation form. Stations refusing programs should explain why they refuse.
3. More promotional material in the form of maps, etc., should be sent to member stations. More money should be spent for promotion, less for tapes.

ILLINOIS & WISCONSIN: (E.C. Waggoner, Chairman; Gertie L. Hanson, Recorder)
Arrived at several questions and problems to be referred to the Board or Executive committee of NAEB:

1) What can we do to encourage FM set ownership?
2) What can be done to integrate educational radio and TV programming?
3) What is the possibility of getting A-1 scripts in radio and TV that could be used as a guide for study and production?
4) Due to the need for an operational "shot-in-the-arm" would it be possible to have a travelling production workshop in radio? Andrew Allen, Rudy Bretz or others might be leaders.
5) How can it become possible to have newspaper publicity of radio and TV programs?
6) Would like to have some sort of acknowledgement of tape network program acceptances.
7) Would like from NAEB a follow-up showing utilization of tapenet programs. If station receiving program does not use it, can arrangements be made for its use by another station in the area?
8) Since an entire series of program might not be acceptable to tapenet, could individual, single-shot programs be selected?

MICHIGAN: (Paul Rickard, Chairman; Betty Fuller, Recorder) Arrived at several recommendations:

1) Try to locate all groups in Michigan that are trying to do Educational Broadcasting: groups that may produce shows for broadcast over commercial stations. Get a statement from each listing its activity in this line.
2) Establish complete exchange of materials from all Educational Broadcasting groups within the state; i.e., program listings, brochures, teachers manuals, etc.
3) Explore means whereby established Educational Broadcasting stations in Michigan can help groups that want to do some work in this line. (Such as WANR, Albion wired-wireless, and WKBZ-FM, Muskegon Schools)

What copyright problems will these groups run into in attempting to provide scripts or tapes for broadcast by these non-licensed organizations over wired-wireless or local commercial outlets?

4) In what way can the operating stations help non-licensed groups gain support from their administrators and communities? Can the actives help by: granting releases to rebroadcast programs off the air? Writing letters which the local broadcasters could then bring to the attention of his administrators? By visiting the smaller organizations and lending support to get a station going?

OHIO: (Harry D. Lamb, Chairman)

In general the Ohio Gang agreed that their problems were not peculiar to Ohio and that there would be overlapping with those from other states. The following problems nevertheless were considered of sufficient importance to bring before the assembly.

I. Problems centered on programs and programming.

1. In-School Foundation Programs.
   Four programs for the use of public school radio stations were recommended for writing and production through foundation grant by the Kellogg Seminar last summer. What has been done about them?
2. Should time limits be established for programs designed for in-school use?
   It was thought that programs for primary grades should be limited to fifteen minutes because the audience span of attention was limited. Few school programs should exceed half an hour in length; the longer the program the more difficult to schedule and the less the audience.
3. Can a better way of obtaining programs from member stations for network distribution be established?
   The group seemed to feel that the standards of judgement of programs submitted for network acceptance were unknown; that the present system of free offerings did not provide for a balanced diet of programs in areas on interest; and that some plan of operation should be devised that would permit planning of programs and submission of programs in answer to the expressed needs of the members. The following plan was suggested as a possible solution:
   a. Establish national program committees at each level of operation (college, public school stations) to determine the programs to satisfy the greatest needs. These committees would meet regularly throughout the school year to plan programs and to audition programs developed within the organization or obtained from other sources with a view to recommending them for national distribution. It was felt that regularly scheduled meetings were necessary rather than merely the national meetings of NAEB or as attendant upon the Columbus Institute meeting. Travelling costs for these committee meetings should be defrayed by the NAEB.
   b. Writing and production of the programs decided upon would be farmed out to members on the basis of ability to perform the particular series.
   c. Nothing in these suggestions prevents the free development of programs of their own by member stations and submission of them for network distribution.

II. Up-grading of professional status.

1. Can the NAEB help in raising professional status?
2. Can NAEB help establish a climate of opinion in the administrations of institutions so that staff contributions or radio participation by professors not on staff could be equated with scholarly publication?
3. Could the NAEB establish the practice of informing top administration of the excellent programs submitted by their radio department or other contributions by their radio or TV station? This could be done by letters

of thanks for programs submitted, for participation of staff members in national radio organizations, and in whatever other manner is proper and expedient.

4. Could the NAEB, at each appropriate level, make a study of salaries, qualifications, academic standing of institutions represented, and other pertinent data, and inform top administration of their standingwith comparable institutions, not so much with the purpose of pressure for upgrading of radio-TV personnel but for establishing as favorable a climate for Radio-TV personnel as exists for other colleges and departments of instruction.

III. Will the NAEB keep in mind that some member stations become tape-nappers out of necessity occasioned by a wide difference in school calendars?

IV. Will the NAEB remember that station budgets for promotional work are limited. And therefore network offerings unless they carry their own promotional material (such as did The Jeffersonian Heritage) should be timed so that they can be included in the station's regular catalog...most of which are prepared in summer. Therefore, fall and winter network offerings should be made available by June...or else have their independent promotional kits.

V. Would the NAEB be strengthened or weakened if there were more formal recognition of different operational status of member? (This was directed largely at the Institute's failure to group according to function and grouping all 10-watts together rather than recognizing that a college 10-watter had little in common with a small school system's 10 watt station.)

VI. Looking toward the potential increase in membership from an enthusiastic and widespread group of young people, the group suggested that all relationships with wire-wireless stations be explored open-mindedly.

VII. And, recognizing the excellent work being done by the NAEB at the national level through its affiliation with JCET and NCCET, the Ohio gang commends the NAEB for its support of educational TV, and solicits its continued support in Ohio planning both at the State network level, and at the individual member station level.

And the Ohio gang formally requested its chairman to indicate to the National Association of Educational Broadcasters its recognition of the outstanding work being done by its officers, its appreciation of their work individually and collectively, and to assure the officers that the above questions and suggestions were in no way critical,but were brought forth in recognition of the objectivity of approach to problems invariably demonstrated by the officers of NAEB.

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23 May -- 12 p.m.

LUNCHEON -- "Report on FM Promotional Campaign", Waldo Abbot, WUOM

The month of May was devoted to FM promotion throughout southeastern Michigan. There was little cost, but considerable effort involved. Plan of action was originally sketched out at a February meeting of distributors, manufacturer's agents, and broadcasters. NARTB and NAR Manufacturers cooperated.

At the advance meeting, the group selected May 1st to start the drive because of the lively sports appeal...events that would be channelled out chiefly through FM. Distributors promised to have an adequate number of FM sets in hands of dealers. WJR, Detroit, promoted a series of binaural broadcasts. WXYZ, Detroit, scheduled special opera nights. WUOM arranged a number of special programs, recorded pick-ups of community events in various towns in the area, and also printed and distributed an FM dial chart. The Detroit "Free Press" ran a full page

feature article on FM. Abbot himself contacted some 45 radio manufacturers and drew up what is probably the only existing comprehensive list of the types of FM sets available to the public. According to one Detroit distributor the sale of FM receivers increased over 90% during May.

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COMMENT: I think dealers are the key people in any such promotion. They are the ones who place the sets--AM or FM--in the hands of the public, and they are the ones who need constant follow-up (Engel)
COMMENT: Good results in Toledo (also tied up with the SE Michigan campaign). Estimate 50,000 FM sets in Toledo. (Lamb)

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"General Session"

23 May -- 2 p.m.

The general session was arranged to study the comments, questions and suggestions arrived at by the individual state sessions in their morning meetings. Sitting on the "panel of experts" were: Burton Paulu, Robert Coleman, Frank Schooley, and Jim Miles. The questions, for the most part, were directed at the panel-eers.

QUESTION: With the mass duplicator at NAEB Headquarters, can you somehow arrange to avoid the long, dead intro? (Ed. note: The duplicator makes dubs "from back to front" to avoid extra handling. On a short program, this results in a long lead of blank tape.)
ANSWER: Unavoidable. Suggest you use fast-forward to find the opening of the program. But by all means, avoid snipping off the lead!

QUESTION: How about an NAEB brochure on "How to Splice Tape?" A lot of bad practices are being used which result in sticky tape, poor joints, etc.
ANSWER: Adequate information on tape splicing on every box of tape. If you won't read that, you won't read a brochure.

QUESTION: About how much is an electronic splicer?
ANSWER: Presto-Seal is around $60.

QUESTION: Can a wired-wireless pick up, say, the WUOM signal and rebroadcast it?
ANSWER: Sure. But only if you have the permission of the station.

QUESTION: Legally speaking, is a wired wireless broadcast considered to be a "public performance"?
ANSWER: Yes.

COMMENT: The Ohio delegates feel that NAEB should increase its interest and services to the wired-wireless stations. You stand your best chance of recruiting new "active" members from this group if you can help them gain the required status in their institutions.
ANSWER: There are approximately 250 wired-wireless stations in the nation. Compare this with the about 81 education stations. It would require an almost prohibitive amount of effort to serve that group.

QUESTION: What can combined Michigan stations do to help themselves?
ANSWER: Produce special programs which are suitable for regional broadcast, and then establish a central distribution point for these regional programs. However, it is questionable whether the "state" is a proper sort of boundary. Region III

is fundamentally the old "Northwest Territory." You could cooperate on that line with, say, a series of historical programs. Could also established a regional script exchange...prossibly, even a regional newsletter. Such a newsletter could cover 10-watters, wired-wireless and others, not just active NAEB members. One advantage of that would be that a lot of information is interesting only within the state or region and might not be of sufficient appeal to get into the NAEB national Newsletter.

QUESTION: How can NAEB help us achieve a more professional status within our own institutions? There is a need to educate top school adminstrators in regard to the responsibilities needed to conduct broadcasting, to suggest salary levels,etc.
ANSWER: The National University Extension Association and the NAEB recently made a survey, part of which covers salaries and budgets. For example, it will point out what percentage of the institution's operating costs ought to go into broadcasting...salaries of broadcasters, etc. We're beginning to find out that there is greater salary difference between the heads of broadcasting and their employees than there is between broadcasting and other units of the institution.

The results of this survey should be available within a few months.

COMMENT: Feel a national attitude should be adopted on paying faculty participants on radio shows. There is a current dicotomy: in that the teacher on TV gets paid for the same thing he would have to do free on radio.

COMMENT: On that matter of helping achieve a professional status: We had a space inserted in these annual Faculty achievement reports for "Radio Participation." Now if a man goes on the air, he can list the broadcast along with "books written," "articles in professional journals," "learned societies," etc. These reports go right up to the top and give the man a sense of achievement and recognition.

COMMENT: We are gaining considerable status by bringing in a temporary broadcasting staff member from the Britsh Broadcasting Corporation. He'll be paid from a special fund set up for visiting experts, lecturers, etc.

COMMENT: When we launch a new program series, we have an introductory luncheon for the Deans and faculty administrators from the various departments. After lunch, we play for them the premier performance of the series. Shows them that we consider this coming series important, and we hope they will, too. We are also careful to point out that we are not having people do things for <u>us</u>, but that we are the medium through which the faculty members are reaching their public.

COMMENT: NAEB-ers are not all alike in their interests and resources. There should be at least one session in these meetings in which we small stations can assemble and discuss our own problems. Believe the Convention Committee should consider such a meeting for the next convention.

ANSWER: There are differences, true, but there are even more similarities. For example, the public relations problems are the same for a 10-watter or a 5-thousand watter. Not necessarily a matter of "power-output"; however, there may be a logical breakdown according to the "purpose" of the station. Is it for student-training? Education? In-school broadcasts?

23 May --- 8:00 P.M.

QUESTION: Education week is coming up in November. Can we get the NAEB maps im

window-display card size for publicity display at that time?

ANSWER: A new series of NAEB maps will be prepared for distribution by November 1. Each map will include areas of FM and AM coverage, with population data. (Schooley)

ANSWER: Coleman of WKAR is preparing individual maps for individual stations. They will be sent to stations in a couple months for a check on accuracy. (Miles)

QUESTION: Can NAEB provide evaluation forms to measure the impact of programs? A form of evaluation already exists in the "standards" set up for network acceptance of shows, but stations want to know what happens to the programs they submit.

COMMENT: Doesn't Headquarters itself want to know what stations think about programs? The reaction to them? What makes a good radio program? It would help answer that question if we could agree, nationwide, on criteria of a good educational broadcast. Production details should be a part of those criteria.

ANSWER: We should devise an evaluation form for acceptance of programs for the network, use it, and then amend it as conditions warrant.

COMMENT: Headquarters should begin long-term program planning. Programs must be the best education can offer. NAEB should make a survey for finding the best people and the best areas for programming, and then commission the programs to be done. Coleman's research into program--lengths and McKown's suggestions (RE: program evaluation) would be a starting point for a long-term plan. It should be a program planning committee instead of simple acceptance or rejection of some specific series. (Harley)

DISCUSSION: This long range planning is necessary in NAEB's relations with Foundations. Previous grant-in-aid were awarded to the best programs offered at the time. No commissions were made for their production.

QUESTION: Are all tapes available to DAVI? (Department of Aduio-Visual Instruction, NEA)

ANSWER: No. DAVI will select about 100 programs and will have dub masters made. State libraries will distribute and handle the problems of clearance. (Miles)

QUESTION: How about clearance of performance rights on recordings used on tape... and subsequently dubbed by an AV center? Who is liable for action with respect to violation of performance rights? (Stegath)

ANSWER: The AV center...unless it has a copyright license...is liable for the reproduction. You aren't. (Harley)

QUESTION: What can NAEB do regarding newspaper publicity for stations?

ANSWER: Can't do too much for you. You've got to sell yourself. (Miles)

COMMENT: Experience with "Youth Forum" showed they received better coverage in small papers. Big papers take only the unusual. Writing know-how is of extreme importance (McMahon)

(Answering question on attitudes of papers toward Wisconsin operation) Where newspapers are affiliated with stations, it's hard to get in. (Engle)
Too often lethargy is reponsible for lack of adequate publicity. (Miles)

Program planning--that is, a new series---should include plans for promotion. Organizations often get a story for us. (Paulu)

Local publicity up to local areas. NAEB couldn't do that anyway. Could do more though. Effort should be made to get more general stories out. (Day)

QUESTION: What does the future hold for relationship of Radio and Television?

ANSWER: There is a little fear, based on observations at various meetings, as to radio's future role with TV. Need a reasonable attitude in Radio-TV relationships. We are radio people, and need not be worried.

1. TV is here.
2. It's going to stay.
3. And if TV is to be displaced, it'll be in colored radio! (laughter) It's not TV vs Radio, but TV and Radio...both are here to stay. Why does any conflict arise?

1. Personality clash, different departments and different people.
2. Budget
3. Radio-journalism conflict still around...as example of similar situation.
4. Radio vs. TV in quality field. "Pulse" survey showed educational audience not as much affected by TV.

Prejudice-free attitude is important. We must live together. My thesis: Educators who broadcast...the job is the same in TV as is in Radio. Educators first, broadcasters second. (Paulu)

First REGION III CONFERENCE

Program

The Registration desk will be open at 9:00 A.M. Friday in the lobby of WUOM, 5th floor, Administration Building.

FRIDAY, MAY 22

Morning

10:00 General theme: THE SERVICES OF NAEB.
Audio-Visual Auditorium, 4th floor, Admin. Bldg.

Regional Director's Welcome - Waldo Abbot
NAEB Welcome - Burton Paulu, Vice-President
Introduction of Registrants

Address: "The NAEB and You" - Burton Paulu
Discussion

12:30 Luncheon at the Michigan Union

Afternoon

1:45 General session theme: THIS IS YOUR NAEB.
Audio-Visual Auditorium, 4th floor, Admin. Bldg.

"The Operations of the NAEB Headquarters" and
"The NAEB Tape Network" - Frank Schooley,
Exec. Director and Treasurer
(Questions from the floor)
"The NAEB Newsletter" - Jim Miles, Secretary and Editor
(Questions from the floor)
"The Research Program" - Robert Coleman, Chairman of
Research Committee

4:00 To the Abbot home, 1817 Washtenaw Avenue, for a social get-together.

6:00 Dinner at the Michigan Union
Informal talk - Earl W. Moore, Dean of the School of Music, member of the Executive Committee on Broadcasting, chairman of the University Special Committee on Television.

Evening

8:00 - 10:00 Panel Discussion: "What are the Goals of the Educational Station in the Light of the Institution Which Supports it?" Studio C, 5th floor, Administration Building.

Kay Lardie, WDTR - Moderator
William Bender, WUOM - Public Relations
J. J. Stillinger, WBOE - Teaching
Paul Rickard, WDET - Institutional Publicity
Audience Participation

SATURDAY, May 23

Morning

9:00 Executive Committee meeting (closed).
Room 5512 Administration Bldg.

9:00 State Sessions. Each state group will discuss activities within its own state and problems to be presented for answers by the national officers in the afternoon session.

INDIANA - Studio C. John Maier, WWHI.
ILLINOIS & WISCONSIN - Studio D. E. C. Waggoner, WEPS.
MICHIGAN - Room 5507. Paul Rickard, WDET.
OHIO - Observation Room, WUOM. Harry Lamb, WTDS.

12:15 Luncheon at the Michigan Union.
Informal report on State FM Promotional Campaign -- Waldo Abbot

Afternoon

2:00 General Session: "The $64 Questions."
Studio C, WUOM
Authorities: Burton Paulu, Frank Schooley, Jim Miles, Waldo Abbot, Robert Coleman.

6:00 Dinner at the Michigan Union.
Informal talk by Everett Soop, President, National University Extension Association; Director, Extension Service, University of Michigan.

SUNDAY, May 24

Morning

9:00 A visit to the University of Michigan temporary television studios and view demonstration.
Room 229, Angell Hall

10:15 Board busses or drive personal cars to the studios of WWJ-TV, Lafayette Boulevard, Detroit.

11:30 Inspect WWJ-TV studios and attend rehearsal of the University of Michigan Television Hour.

1:00 Observe telecast of University of Michigan Television Hour.

2:30 Dinner at Fort Shelby Hotel (one block from studio).
University of Michigan Television staff will be available for questioning.

ATTENDANCE LIST, REGION III CONFERENCE

ACTIVE MEMBERS

ILLINOIS

E. C. Waggoner	Station WEPS	Board of Education, Elgin
Frank E. Schooley	Station WILL	

INDIANA

George C. Johnson	Station WFIU	University of Indiana
Harold T. Ross	Station WGRE	DePauw University, Greencastle
M. McCabe Day	Station WVSH	Schools, Huntington
John Henderson	Station WBAA	Purdue University, Lafayette
John Maier	Station WWHI	Wilson H.S., Muncie
Vernon McKown	Station WNAS	Schools, New Albany
J. J. Rucker	Station WYSN	Schools, New Castle

MICHIGAN

Waldo Abbot	Station WUOM	University of Michigan
Lee S. Dreyfus	Station WDET	Wayne University
Kay Lardie	Station WDTR	Schools, Detroit
Robert Coleman	Station WKAR	Michigan State College
Helen E. Brown	Station WFBE	Schools, Flint
Wallace Garneau	Station WMCR	Western Michigan College, Kalamazoo

OHIO

J. Daniel Logan	Station WOUI	Ohio University, Athens
Sidney Stone	Station WBGU	Bowling Green University
J. J. Stillinger	Station WBOE	Bd. of Education, Cleveland
W. H. Ewing	Station WOSU	Ohio State University
W. A. Milne	Station WSLN	Ohio Weslayan, Delaware
Walton Clarke	Station WKSU	Kent State University, Kent
Stephen Hathaway	Station WMUB	Miami University, Oxford
Harry D. Lamb	Station WTDS	Schools, Toledo

WISCONSIN

Harold Engel	Station WHA	University of Wisconsin

ASSOCIATES

ILLINOIS

Stewart S. Howe	Chicago	Illinois Institute of Technology

MICHIGAN

Joseph E. Maddy	Ann Arbor	National Music Camp
Esther Rupright	Battle Creek	Public Schools
Kari Natalie Franck	Muskegon	Public Schools

OHIO

William H. Ramsey	Columbus	Institute for Education by Radio-Television

WISCONSIN

R. E. Dierbeck	Milwaukee	Milwaukee Public Museum
Gertie L. Hanson	Stevens Point	Wisconsin State College

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